

# Health, Well-Being & Safety

Health, well-being and safety are the foundation for a happy, prosperous, and functional society. The health and safety objectives of the City of St. Louis are to safeguard the welfare of all City residents, employees and visitors. These efforts focus on educational information for increased awareness on everything from healthy food systems, nutrition, physical activity and fitness, to proactive community engagement around crime prevention in neighborhoods.

Our society has come a long way since 1900 when life expectancy was 47 years. According to the U.S. Center for Disease Control, the estimated life expectancy today is 78 years. This is a testament to improved healthcare systems and the City's Public Health Department, which continues to help make the City healthier by identifying and solving community health problems, developing policies and plans that support individual and community health efforts, enforcing laws and regulations that protect health and ensure safety, evaluating the effectiveness, accessibility, quality of personal and community health services, and researching innovative solutions to health problems. Continuing to advance health, health equity, and safe and healthy neighborhoods by linking people to needed personal health services, assuring a competent public health work force, informing, educating and empowering people about health issues, and mobilizing community partnerships, will greatly enhance health outcomes for the City.

### **EXISTING ASSETS**

The City of St. Louis has numerous programs and initiatives that facilitate and support health, safety and well-bring in the community. The City publishes 'Understanding Our Needs,' a ZIP Code by ZIP Code look at the health of City citizens. Numerous indicators are detailed, including socio-economic, environmental health, mortality, access to healthcare, and birth indicators. The City recognizes that active lifestyles contribute to long-term health and well being, and supports many programs to this end. The Health Institute STL and 'Let's Move' programs endorse community actions that educate and encourage healthy lifestyles for all ages and ability levels. The Bee Fit Program is a partnership between the City and BJC HealthCare that encourages City employees to learn about and improve their health by reducing lifestyle-related risk factors. Also, the City created a Downtown Bicycle Station in 2011 to support commuter and recreational cycling in the City.

Healthy eating also plays a significant role in public health. To improve access to healthy foods for City residents, the St. Louis Healthy Corner Store Project works to add healthy options to the food available at small corner stores, primarily in neighborhoods without adequate supermarkets or other sources of affordable healthy food. Also, programs such as Meals on Wheels and the Summer Food Service Program (SFSP) ensure that food is provided to those in need, and the St. Louis Area Agency on Aging (SLAAA) provides home delivered meals to seniors and to persons with disabilities.

In order to improve indoor environmental conditions of public places and to protect public health, the City became smoke-free on January 2, 2011, in accordance with the Smoke Free Air Act (Ordinance #68481). The City also provides lead-based paint inspectors to perform inspections and identify lead-based paint hazards.

To advance community safety, the Neighborhood Stabilization Team (NST) serves as a catalyst for bringing



together the Police, elected officials, governmental agencies, social service organizations, community groups, and individuals, to identify permanent solutions to on-going problems. The Neighborhood Ownership Model for safety is an innovative collaboration between individuals and community groups, law enforcement, and the Circuit Attorney's Office to develop ways to keep neighborhoods safer. In addition, Downtown Guides work with the St. Louis Metropolitan Police Department to improve the safety of those who live, work and visit downtown. The guides patrol downtown St. Louis seven days a week on bikes and on foot, serving both a public safety and hospitality role.

To warn citizens of weather related dangers, the City Emergency Management Agency (CEMA) operates sixty warning sirens located throughout the City, many at local fire houses. CEMA is also partnering more actively towards building a Citizen Corps and training City residents as Community Emergency Response Team (CERT) members.

#### **GOAL**

The City of St. Louis aspires to foster a balanced and thriving environment and high quality of life that satisfies physical, spiritual, and mental needs of its constituents, prevents disease through nutritional, lifestyle, and fitness opportunities, promotes safety and peace through the empathetic awareness of self and others, and a place where timely responses to natural disasters are delivered by a coordinated and prepared resource network.

# **OBJECTIVES**

- Advance Positive Behavior, Nonviolent Conflict Resolution, and Crime Prevention
- Reduce Toxins in the Environment
- Increase Access to Healthy, Local Food, and Nutritional Information
- **D** Encourage Physical Activity, Fitness, and Recreation
- Ensure Access to Local Health Systems, Services, and Information
- Minimize Vulnerability to Hazards and Disasters



# Objective A: Advance Positive Behavior, Nonviolent Conflict Resolution, and Crime Prevention

Actual crime and the perception of the safety in the City varies greatly by geographic area of the City and the region. Community engagement will help elevate positive behavior and reduce conflicts, and reducing the number of crimes and nuisance events in the City can increase quality of life and property values.





## STRATEGY 1

# Establish a community security structure

Achieve high levels of security and safety through the relevant use of security patrols, uniformed officers and neighborhood watch persons. Expand the Downtown Community Guides program. Maintain a constant authority presence in necessary neighborhoods. Increase neighborhood cameras for police at high use areas. Provide neighborhood gathering spaces for community members where services are distributed. Support and train local citizens and community neighborhood watch groups. Ensure that all neighborhoods have block captains, facilitate collaboration among block captains and distribute information via a block captain network.

#### **Cross-Benefits:**









Timeframe: Short-term

**Potential Partners**: Neighborhood Associations, Local Businesses, Downtown St. Louis Partnership

**Strategy Type**: Policy, Planning, Operations, Education, Partnerships

# STRATEGY 2

# Create opportunities for positive dialog between Police officers and the local community

Improve communication between the Police Department, Citizens' Service Bureau, City Counselor's Problem Properties Unit, and others, to ensure problem properties are shut down in a timely manner and that repeat offenders do not terrorize neighborhoods. Encourage more police officers to live in the City.

#### **Cross-Benefits:**







Timeframe: Short-term

Potential Partners: Neighborhood As-

sociations

Strategy Type: Policy, Operations, Edu-

cation, Partnerships





#### OBJECTIVE A

Advance Positive Behavior, Nonviolent Conflict Resolution, and Crime Prevention

## STRATEGY 3

# **Develop more school (and afterschool) programs**

Develop school (and afterschool) programs that focus on conflict resolution for children. Time should be designated to keep kids mentally and physically active and engaged.

#### **Cross-Benefits:**









**Timeframe**: Short-term

Potential Partners: K-12 Schools

Strategy Type: Education, Partnerships

## STRATEGY 4

### Provide services to reduce mental and physical pain and suffering from criminal and emotionally disruptive events

Help people feel safe after emotional and physical tragedies. Provide a safe place for confidential counselling with trained professionals to aid suffering individuals.

#### **Cross-Benefits:**







Timeframe: Short-term

Potential Partners: Counselling Agencies,

Shelters

Strategy Type: Policy, Education, Part-

nerships





#### OBJECTIVE A

Advance Positive Behavior, Nonviolent Conflict Resolution, and Crime Prevention

### STRATEGY 5

# Plan and design buildings, spaces, and environments for safety

Grow the Design Out Crime program, a collaboration among the Mayor's office, Police Department, and Washington University, which pairs architectural design students with officers to determine ways to make properties safer. Consider increasing the number of studied properties and create a best practices guide. Determine the optimal density for sustainable neighborhoods, then consolidate vacant and open space for infill housing. Identify marketable vacant buildings and strategically address vacant foreclosed homes. Tear down and/or redevelop hazardous vacant buildings.



#### **Cross-Benefits:**







Timeframe: Short-term

**Potential Partners**: Higher Education, Developers, Urban Planners, Architects

Strategy Type: Legislative, Planning,

**Partnerships** 

"Always design a thing by considering it in its next larger context — a chair in a room, a room in a house, a house in an environment, an environment in a city plan."

- Eliel Saarinen



# Objective B: Reduce Toxins in the Environment

Air, water and soil quality are linked to everything from childhood asthma to climate change. There is a nationwide increase in immune system disorders, neurological problems, chemical sensitivities and allergies that point to environmental pollution as a contributing cause. The City has undertaken numerous initiatives to keep air clean, water safe, and soils productive. While water quality is addressed in the Infrastructure section, and soil quality is addressed in the Urban and Infrastructure sections, important opportunities to improve air quality and reduce household toxin exposure exist at large and smaller scales within the City.

#### STRATEGY 1

Promote awareness, education, and program development around air quality issues

Provide benchmarking data for air quality. Educate children and make them more aware of chemical hazards and pollution. Conduct awareness raising campaigns with slogans such as "Give a Hoot, Don't Pollute". Promote 'Spare the Air' days - voluntary curtailment of high emission activities. Facilitate opportunities for community-organized clean-ups and initiatives.

#### **Cross-Benefits:**









Timeframe: Short-term

Potential Partners: MO-DNR, EPA, Regional Clean Air Partnership

Strategy Type: Legislative, Policy, Planning,

Education, Partnerships

"Our most basic common link is that we all inhabit this small planet. We all breathe the same air. We all cherish our children's future. And we are all mortal." - John Fitzgerald Kennedy



#### OBJECTIVE B

Reduce Toxins in the Environment

### STRATEGY 2

# Comply with and enforce regulatory standards and ordinances around air quality

Encourage reduction of airborn toxins in compliance with local and state regulations. Use fines collected for failure to observe air quality requirements to fund air quality improvement programs. Work with the State to coordinate air quality mandates with State and local funding expectations.

#### **Cross-Benefits:**







Timeframe: Short-term

Potential Partners: MO-DNR, EPA, Re-

gional Clean Air Partnership

**Strategy Type**: Legislative, Policy, Planning, Operations, Education, Partner-

ships



### STRATEGY 3

### Reduce air pollution and other harmful emissions from vehicles and enginedriven equipment

Establish "no car" zones throughout the City. Reduce bus idling through citizen based enforcement and education. Outfit cars with a Vehicular Greenhouse Gas (GHG) Tracking Systems which relay information over the Internet and shows drivers what their GHG emissions were. Introduce a "Gas Cap Exchange" project for private vehicles with leaking or missing gas caps. Minimize the use of smallengine lawn care equipment.

#### **Cross-Benefits:**







Timeframe: Short-term

Potential Partners: Public Transit, Land-

scape Companies

Strategy Type: Legislative, Policy, Opera-

tions, Education, Partnerships



#### **OBJECTIVE B**

Reduce Toxins in the Environment

### STRATEGY 4

# Educate residents about alternatives to use of toxic materials and hazardous chemicals

Educate residents about proper use and disposal of hazardous products, and make information about more sustainable household products available. Host green cleaning workshops and awareness programs.

#### **Cross-Benefits:**







Timeframe: Short-term

**Potential Partners**: Recycling and Waste Management Organizations, Home Improvement Organizations

**Strategy Type**: Legislative, Policy, Operations, Education, Partnerships

## STRATEGY 5

# Reduce exposure of lead-based paint poisoning and remediate lead-based paint hazards

Remediate lead-based paint in City residences. Offer lead hazard clean-up kits to families with small children and educate parents on the risks of lead toxin exposure to children.

#### **Cross-Benefits:**









Timeframe: Short-term

**Potential Partners**: Home Improvement

Organizations

**Strategy Type**: Legislative, Education,

**Partnerships** 

### STRATEGY 6

# Remediate and redevelop contaminated land

Encourage remediation and redevelopment of brownfield sites. Consider phytoremediation where applicable for projects that might benefit from long-term, low-impact remediation.

#### **Cross-Benefits:**









**Timeframe**: Short-term **Potential Partners**: EPA

Strategy Type: Legislative, Planning,

**Partnerships** 



# Objective C: Increase Access to Healthy, Local Food, and Nutritional Information

The City of St. Louis prioritizes its citizens' health, and public health initiatives play a key role in enriching the quality of life throughout the community. Public health efforts are credited with adding 25 years to the life expectancy of people in the United States during the 20th century. By providing increased food and nutritional information, the City continues to help make our community healthier, leading to longer, happier and productive lives.

## STRATEGY 1

#### Eliminate food deserts and improve access to fresh produce

Encourage grocery stores in food desert areas to carry fresh and healthy food options. Advance programs like the Healthy Corner Stores initiative with comprehensive approaches that combine nutrition education, small business management, neighborhood leadership and greater availability of affordable, healthy food, primarily in neighborhoods without adequate supermarkets or other sources of affordable healthy food. Make produce from local markets and community gardens readily available

#### **Cross-Benefits:**









Timeframe: Short-term

Potential Partners: Grocery and Convenience Stores, Farmers Markets

Strategy Type: Policy, Planning, Education,

**Partnerships** 

## STRATEGY 2

#### **Connect food growers with food eaters**

Encourage community supported agriculture (CSA) programs, where community members purchase shares of healthy food directly from local farmers.

#### **Cross-Benefits:**







Timeframe: Short-term

Potential Partners: CSA Farmers

Strategy Type: Education, Partnerships





#### **OBJECTIVE C**

Increase Access to Healthy, Local Food, and Nutritional Information

### STRATEGY 3

# Support urban agriculture opportunities in the City

Update zoning and health regulations to reduce the barriers associated with urban agriculture. Provide amenities to community gardens, such as access to water and property tax waivers. Develop an ordinance allowing community gardens to sell food they harvest on their land or at market. Recruit and train residents to conduct soil testing, and assist them in soil remediation where necessary. Provide soil tests for community gardens.

#### **Cross-Benefits:**



Timeframe: Short-term

Potential Partners: Urban/Local Agri-

culture Advocacy Groups

Strategy Type: Legislative, Planning,

Education, Partnerships



# STRATEGY 4

# Begin healthy food choice education at the elementary level

Integrate school gardens into curriculum and use as a learning platform to educate students on growing food locally. Demonstrate to parents how food choices can contribute to long-term health. Offer local, healthy food options in school cafeterias. Encourage school caterers to create menus based on what is grown in the school garden and encourage the purchase of locally grown food for schools.

#### **Cross-Benefits:**



Timeframe: Short-term

**Potential Partners**: K-12 Schools, Urban/Local Agriculture Advocacy Groups

**Strategy Type**: Legislative, Policy, Opera-

tions, Education, Partnerships



#### **OBJECTIVE C**

Increase Access to Healthy, Local Food, and Nutritional Information

### STRATEGY 5

# Make farmers markets and other local food access systems readily available to everyone

Facilitate the use of WIC/EBT payment at farmers markets. Encourage more local farmers as vendors at Soulard Market. Develop full-service grocery stores and co-ops near places of work and residence that offer locally grown food. Establish community gardens next to schools and senior living facilities. Organize food festivals and events that cater locally grown food to connect the community to farmers. Facilitate cultural events around local food and recipe. Offer opportunities to promote fresh and local produce.

#### **Cross-Benefits:**



Timeframe: Short-term

**Potential Partners**: Farmers Markets, Grocery and Convenience Stores, Neighborhood Associations

Strategy Type: Planning, Education,

**Partnerships** 



### STRATEGY 6

# Make healthy food options the most convenient choice

Decrease reliance on unhealthy, fast food convenience. Limit the number of unhealthy food establishments per capita. Encourage a diversity of food choice options.

#### **Cross-Benefits:**



**Timeframe**: Long-term

**Potential Partners**: Grocery and Con-

venience Stores

**Strategy Type**: Legislative, Policy, Plan-

ning,

The number of farmers markets in the country increased 17% in the last year. The 2011 USDA Farmer's Market Directory lists 7,175 farmers markets.



#### **OBJECTIVE C**

Increase Access to Healthy, Local Food, and Nutritional Information

### STRATEGY 7

#### Provide education on nutrition

Educate people to make healthier food choices and to re-skill people in food preparation. Create an "app" that teaches about healthy eating, and an online local food directory so people know where to purchase fresh, locally grown produce.

# Cross-Benefits:







Timeframe: Short-term

**Potential Partners**: Communications Agencies, Local Healthcare Providers

Strategy Type: Policy, Education, Part-

nerships

### STRATEGY 8

#### Deliver healthy food to those in need

Provide home delivered meals and congregate meals to seniors and to persons with disabilities.

#### **Cross-Benefits:**









Timeframe: Short-term

**Potential Partners**: Social Service Organizations, Religious Organizations, Grocery and Convenience Stores

**Strategy Type**: Operations, Partnerships





# Objective D: Encourage Physical Activity, Fitness, and Recreation

Physical fitness and an active lifestyle contribute to overall health and well-being. Obesity has reached epidemic proportions in this country, and the City is no exception. According to the most recent data from the 2003-2006 National Health and Nutrition Examination Survey, one out of five, or 17 percent, of U.S. children, ages 6 to 19, are overweight or obese. In addition, more than two-thirds of the U.S. population is overweight or obese — more than 64 percent of women and 72 percent of men. A 2012 report identifies that 34 percent of the residents in the City have a body mass index greater than 30 (the recognized definition of obesity). Physical activity and healthy eating can reduce these statistics substantially. The City's abundant open space and its extensive park system offer wonderful opportunities for fitness.





#### **OBJECTIVE D**

Encourage Physical Activity, Fitness, and Recreation

### STRATEGY 1

### Include activity options, program opportunities, and cultural attributes in greenways and public spaces

Improve infrastructure for increased physical activity and design routes that are integrated into the regional park system. Design parks to maximize space for physical activity. Hold events designed to make children and families more interested in open space. Manage parks, open spaces, and recreational facilities to complement the cultural preferences of the local population, and to accommodate a range of age groups. Empower organizations to be stewards of green spaces to sponsor and maintain green spaces and gardens on building sites. Provide safety controls, lights and call boxes along trails and in parks. In the design of parks and playgrounds, create a variety of climate environments to facilitate activity in different seasons and weather conditions. Build pocket parks and playgrounds for families.

#### **Cross-Benefits:**







Timeframe: Short-term

**Potential Partners**: Open Space Advocacy Groups, Fitness Advocacy Groups, Neighborhood Associations, Park Advocacy Groups

**Strategy Type**: Legislative, Policy, Planning, Operations, Partnerships



#### STRATEGY 2

# Promote public events that feature fitness and physical activity

Organize pedestrian-oriented programs, such as charity walks, and permanent and temporary street closures that make avenues available for walking and bicycling. Encourage the formation of teams and organizations which engage in athletic and fitness related competitions and events. Create an interactive web map of recreation and activity based locations in the City. Provide physical activity facilities for children and youth in schools.

#### **Cross-Benefits:**









Timeframe: Short-term

**Potential Partners**: Event Planners, Local Healthcare Providers, Healthcare Insurance Providers, Trailnet

Strategy Type: Planning, Education, Partner-

ships



#### **OBJECTIVE D**

Encourage Physical Activity, Fitness, and Recreation

### STRATEGY 3

# **Encourage physical activity and physical modes of commuting**

Create appealing environments which encourage healthful transit, such as walking, running, biking, rollerblading, and skateboarding. Design spaces and streets that encourage walking, bicycling, and other forms of active mobility and reference the principles of Complete Streets planning that integrate multiple transportation modes simultaneously. Design accessible, pedestrian-friendly streets with traffic calming features, inviting landscaping, and adequate lighting. Create attractive spaces for people to engage in physical activity. Install trees on sidewalks to provide shade and public art installations to provide a more attractive and engaging environment. Encourage outdoor seating at cafes and restaurants along the sidewalk to enhance street activity. Address issues that affect safety, such as ADA compliance, ramps, and lights. Maintain and improve safety of sidewalks for people using wheelchairs/ walkers. Utilize motion detection lights.

#### **Cross-Benefits:**



Timeframe: Short-term

**Potential Partners**: Open Space Advocacy Groups, Fitness Advocacy Groups, Public Transit, MoDOT

**Strategy Type**: Legislative, Policy, Planning, Education, Partnerships

### STRATEGY 4

# Design buildings to encourage physical activity

Provide facilities that support activity and exercise, such as fitness centers, showers, locker rooms, secure bicycle storage, and drinking fountains. Use signage to draw attention to stairs. Post motivational signage to encourage stair use.

#### **Cross-Benefits:**







Timeframe: Short-term

**Potential Partners**: Design Community, Developers, Architects, Built Environment Advocacy Organizations

**Strategy Type**: Policy, Planning, Education, Partnerships

Walking up stairs
burns almost five
times as many
calories as taking
the elevator.
- Centers for Disease
Control and Prevention



# Objective E: Ensure Access to Local Health Systems, Services, and Information

Though average life expectancies are higher than ever, our population is aging and experiencing health-related challenges in ways and at rates never before seen. The City of St. Louis is working to provide and facilitate equal and positive access to healthcare, quality of care, and health outcomes for all its citizens. By leveraging its nationally recognized health care institutions and social services organizations, the City can continue to enhance the quality of and accessibility to local health opportunities.



He who has health has hope; and he who has hope has everything. - Arabic Proverb



### **OBJECTIVE E**

Ensure Access to Local Health Systems, Services, and Information

### STRATEGY 1

# Offer a health information resource database system

Educate residents in methods of receiving adequate care though the healthcare system by developing a resource database system which lists services, prices and locations of care providers. Publish statistics related to physical fitness, preventative care, long-term health and quality of life. Monitor and publish City health metrics and compare to national statistics. Use social media to broaden reach. Provide the community with timely information for decision-making during public health emergencies. Issue Health Alerts that utilize private/public partnerships during emergencies. Develop tele-health systems to access online health care services and reduce physical mobility burdens and costs.

#### **Cross-Benefits:**









Timeframe: Short-term

**Potential Partners**: Healthcare Providers, Communication Agencies

Strategy Type: Policy, Education, Partner-

ships

# STRATEGY 2

### Identify sectors which are at risk of not receiving quality health care, and create strategies to provide services to them

Coordinate mental healthcare with provision of other social service programs. Provide affordable physical access to health care, such as with public transportation passes and taxi service. Identify and leverage funds from multiple sources to improve healthcare access in the City. Amend legislation so that all children are automatically insured. Provide schoolbased medical services for continuity of care for families with children. Increase awareness of MO HealthNet for Kids. Research and pilot a City public healthcare system which companies can participate.

#### **Cross-Benefits:**











Timeframe: Short-term

**Potential Partners**: Healthcare Providers

Strategy Type: Legislative, Policy, Plan-

ning, Education, Partnerships



#### STRATEGY 3

#### **Conduct community-based wellness** programs

Educate the community on well-care versus the traditional focus on sick-care. Conduct community outreach efforts that offer basic information on healthy lifestyles and access to preventive care. Ensure that programs and services are easy for neighborhood associations, schools, and faith-based institutions to access.

#### **Cross-Benefits:**









**Timeframe**: Short-term

Potential Partners: Neighborhood Associations, Fitness Organizations, Health Insurance Providers

Strategy Type: Planning, Education,

**Partnerships** 



#### STRATEGY 4

#### **Encourage preventative care**

Provide information and cost benefit analysis regarding primary vs. secondary prevention. Measure, report, and use City constituent health care costs, compare to national statistics, and facilitate costeffective options. Make people feel comfortable about seeking medical help by increasing the availability of public immunizations and routine screenings, provide affordable health testing (STD's, cholesterol, etc.), and flu shots to the community. Analyze and anticipate local health trends and make strategic plans to mitigate negative directions and build on positive evidence. Preventative care helps reduce obesity rates, diabetes, and asthma cases, along with other prevalent health conditions in the City.

#### **Cross-Benefits:**











Timeframe: Short-term

Potential Partners: Healthcare Providers, Health Insurance Providers

Strategy Type: Legislative, Policy, Plan-

ning, Education Partnerships



### **OBJECTIVE E**

Ensure Access to Local Health Systems, Services, and Information

## STRATEGY 5

# Offer safe and convenient ways of disposing of medicines

Develop a guide on how to properly dispose of unused medicine and why it is important. Post this information on City and public school websites. Offer collection sites or services for unused medicines.

#### **Cross-Benefits:**







Timeframe: Short-term

**Potential Partners**: Pharmaceutical

Companies

Strategy Type: Legislative, Policy, Opera-

tions, Education, Partnerships

### STRATEGY 6

# Streamline incompatibilities across different healthcare systems

Address incompatibilities between the Missouri and Illinois, and the City and County healthcare systems. Integrate these systems for ease and access to health services. Facilitate the comparability and alignment of healthcare systems.

#### **Cross-Benefits:**





Timeframe: Long-term

Potential Partners: Health Insurance

**Providers** 

**Strategy Type**: Legislative, Policy, Planning, Operations, Education, Partner-

ships

## STRATEGY 7

# Perform capital improvements to disadvantaged healthcare facilities

The physical structures, technology and human service component of the health-care network in disadvantaged parts of the City must be improved through a strategic needs assessment, improved resources for physical recruitment and retention, and attraction of streams of funding from varied sources.

#### **Cross-Benefits:**









Potential Partners: Healthcare Provid-

ers

Strategy Type: Legislative, Planning,

**Partnerships** 



# Objective F: Minimize Vulnerability to Hazards and Disasters

The City of St. Louis takes great pride in safeguarding against and responding to hazards and disasters. Human society has become increasingly vulnerable to natural hazards and disasters, such as extreme heat, droughts, flooding, earthquakes, and tornados. With proper planning, much of the risk can be abated. The City can help minimize vulnerability to disasters through proper preparation and planning, and by sharing information so that citizens can prepare for such occurrences.

# STRATEGY 1

# Facilitate awareness, access, and training around emergency preparedness resources

Distribute emergency preparedness kits. Offer resources online. Create a "What to do if..." guide for likely natural disasters. Broadcast breaking news, information, and events on the radio, TV, and social media.

#### **Cross-Benefits:**









Timeframe: Short-term

**Potential Partners**: Communications Agencies, Media, Neighborhood Associations, K-12 Schools, Places of Work, Public Venues

**Strategy Type**: Policy, Planning, Operations,

Education, Partnerships

### STRATEGY 2

# Promote discussion of emergency prevention and response at the neighborhood and family level

Promote discussion of emergency prevention and response at the neighborhood level as part of neighborhood meetings. Engage citizens to collaboratively develop a neighborhood response plan and help after a disaster occurs.

#### **Cross-Benefits:**









Timeframe: Short-term

**Potential Partners**: Neighborhood Associations. K-12 Schools

Strategy Type: Policy, Education, Partner-

ships

